

# Millrace Plans Told on KWAX

Station KWAX will feature a half-hour tape-recorded broadcast on the proposed plan for the millrace tonight at 7. Principal speakers on the broadcast will be Sam Vahey, chairman of the ASUO millrace committee, Bob Schooling and George Guldager.

From 11 p.m. Tuesday until 6 p.m. next Monday KWAX will be off the air for Thanksgiving vacation. It ordinarily operates by direct wire to Carson, Earl and Straub halls from 6 to 11 each evening.

## VIEW FROM HERE

# Electronic Silencer for Television Invented as Newest Development

By Pepper Allen  
Radio and TV Editor

Newest development in television this year is the electronic gadget that allows viewers to silence commercials. The problem of producing commercials that will be interesting as well as persuasive is now facing producers.

A survey taken by TV Guide magazine shows that people like the majority of TV commercials. Viewers do not like commercials that are repetitious, loud, or es-

pecially insistent.

The problem of commercial selection has several solutions for the sponsors. Some sponsors may cut down on their total advertising, and others may stress shorter commercials, designed to entertain as well as persuade the public. The new cartoon features are an example of this trend.

### Costs Are High

The main drawback to these commercials is the price. It can cost as much as \$11,000 to produce one of these little gems. That, however, doesn't seem like much money in these days of \$100,000 quiz programs.

This Saturday marks a premiere for KVAL-TV. At 6 p.m. Saturday "Max Liebman Presents" will feature Cornelia Otis Skinner as Mrs. Margaret Murray in the television production of the Rodgers and Hart musical "Dearest Enemy." The ninety-minute production stars Anne Jeffreys and Robert Sterling.

Viewers will see some interesting programs this week. "Where Were You" on Monday at 9 p.m.

has events of May 18, 1953. Included on the program will be the appointment of Chief Justice Earl Warren, the coronation of Queen Elizabeth of England, the announcing of Malenkov as successor to Stalin and Clare Booth Luce's designation as the Italian ambassador.

### Guests with Martha Raye

At 8 Tuesday evening "The Martha Raye Show" will feature several famous guests. Crooner Johnny Ray will sing a special song that Martha Raye composed for him. Other guests include comedian Stubby Kaye of "Guys and Dolls" fame, Rocky Graziano and Gene Krupa.

The five graduating seniors on the football team, Art Weber, Lon Stiner, Jim Potter, Harry Johnson and Dick James will be interviewed on "Webfoot Feats" along with coach Len Casanova Wednesday at 6:45.

Thursday programming on channel 13 will start at 9 a.m.

with the pro-football game between the Detroit Lions and the Green Bay Packers. As soon as this game is over, the station will carry the NCAA football game between Texas and Texas A & M.

### Columbus Movie Planned

At 2:30 that afternoon a special film "Dawn of America" will be shown. Columbus' discovery of America is the subject of the movie.

Joanne Dru and Guy Madison star in a drama of war-torn London on the Ford Theatre production of "Passage to Yesterday" at 9:30 p.m. Thursday.

"Cavalcade of Sports" boxing this week on Friday at 7 p.m. features middleweights Eduardo Lause of Argentina vs. Gene Fullmer of Utah at Madison Square Garden.

Drew Pearson discusses the Democratic pressures and counter-pressures placed on Adlai Stevenson, on his program at 8:15 p.m. Saturday.

# KVAL-TV

## Channel 13 - Eugene

### Weekly Program Schedule

**MONDAY—**  
2:45—Of All Things  
3:00—Matinee  
4:30—Guest Book  
5:00—Big Roundup  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—Watch Mr. Wizard  
6:30—Break the Bank  
7:00—T.B.A.  
7:30—Surprise Theatre  
8:00—Grand Ole Opry  
8:30—Badge 714  
9:00—Where Were You?  
9:30—Robert Montgomery  
10:30—City Detective  
10:40—Special Featurette.

**TUESDAY—**  
2:45—Of All Things  
3:00—Matinee  
4:30—4:30 Date  
5:00—Big Roundup  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—Paul Killiam  
6:15—The Little Rascals  
6:30—For Your Information  
6:45—Patti Page  
7:00—Jungle Jim  
7:30—The Falcon  
8:00—Martha Raye  
9:00—Fireside Theatre  
9:30—Dr. Hudson's Secret Journals  
10:00—The Movies

**WEDNESDAY—**  
2:45—Of All Things  
3:00—Matinee  
4:30—Guest Book  
5:00—Big Roundup  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—Wild Bill Hickok  
6:30—Industry On Parade  
6:45—Webfoot Feats  
7:00—Let's Go Fishing  
7:30—Disneyland  
8:30—Life of Riley  
9:00—Science Fiction Theatre  
9:30—Sherlock Holmes  
10:00—Race to the Rose Bowl  
11:00—Special Featurette

**THURSDAY—**  
9:00—Lions-Packers Football  
11:30—Texas-Texas A&M Football  
2:30—Dawn of America  
3:30—Matinee  
5:00—Big Roundup  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—Ann Oakley  
6:30—The Powerland Story  
6:45—Patti Page  
7:00—Western Marshal  
7:30—Amos 'n' Andy  
8:00—You Bet Your Life  
8:30—Waterfront  
9:00—Dragnet  
9:30—Ford Theatre  
10:00—Lux Video Theatre  
10:30—The Gun Corner  
10:35—The Hunter  
11:05—Inspector Mark Saben.

**FRIDAY—**  
2:45—Of All Things  
3:00—Matinee  
4:30—Roy Rogers  
5:00—Big Roundup  
5:30—Birthday Party Time  
5:45—The News  
5:50—Sports Headlines  
5:55—Weather Report  
6:00—Paul Killiam  
6:15—The Little Rascals  
6:30—Sportsman's Club  
6:45—Let's Go Fishing  
7:00—Cavalcade of Sports  
7:45—Piano-Organ Punch  
8:00—The Great Gildersleeve  
8:30—Crossroads

9:00—Frank Leahy  
9:15—Road to Adventure  
9:30—Highway Patrol  
10:00—Justice  
10:30—Texas Rassin'  
11:30—Spotlight on Suspense.

**SATURDAY—**  
1:30—Press Box Preview  
1:45—NCAA Football Game—Army-Navy  
3:00—Stars of the Western Range  
4:00—Saturday Matinee  
5:00—Hollywood Wrestling  
6:00—Max Liebman Presents  
7:30—My Hero  
8:00—Industry On Parade  
8:15—Drew Pearson  
8:30—Lawrence Welk  
9:30—His Honor Homer Bell  
10:00—Famous Playhouse  
10:30—Your Hit Parade  
11:00—Championship Bowling.

**SUNDAY—**  
11:00—Rams-Eagles Pro-Football  
3:30—Zoo Parade  
4:00—Faith for Today  
4:30—This Is the Life  
5:00—Industry On Parade  
5:15—Christian Science Heals  
5:30—Now You Know  
6:00—Meet the Press  
6:30—Surprise Theatre  
7:00—It's a Great Life  
7:30—Life with Elizabeth  
8:00—Variety Hour  
9:00—The Whistler  
9:30—Liberace  
10:00—Loretta Young Show  
10:30—Sunday Show Time.

## KORE Presents 'Ski Fair' Friday

Radio station KORE will hold their first annual "Ski Fair" during the winter sports exposition in the armory Nov. 25. All local evening programs will be broadcast from the floor of the armory, including the station's features "Ski Notes" and the new "Ski Quiz."

"Ski Notes," now in its seventh year, features news of that winter sport at 6:30 p.m. on Friday. "Ski Quiz" follows at 6:45.



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### ADVERTISEMENT



## HOW TO BE A BWOC

A few weeks ago in this space I passed on some hints to college men who wished to become BWOCs. I would be remiss not to do the same for college women who wish to become BWOCs.

The first and most basic step on the road to being a BWOC is to attract attention. Get yourself noticed. But be very, very careful not to do it the wrong way. I mean, any old girl is bound to be noticed if she goes around with a placard that says, "HEY! LOOKIT ME!" Don't you make such a horrid gaffe. On your placard put: "ZUT! REGARDEZ-MOI!" This, as you can see, lends a whole new dimension of tone and dignity.

Once you have been noticed, it is no longer necessary to carry the placard. It will suffice if, from time to time, you make distinctive noises. If, for instance, every three or four minutes you cry, "Whip-poor-will!" you cannot but stay fresh in the minds of onlookers.

We come now to clothes, a vital accessory to the BWOC—indeed, to any girl who wishes to remain out of jail. But to the BWOC clothes are more than just a decent cover; they are, it is not too much to say, a way of life.

This year the "little boy look" is all the rage on campus. Every coed, in a mad effort to look like a little boy, is wearing short pants, knee sox, and boy-shirts. But the BWOC is doing more. She has gone the whole hog in achieving little boyhood. She has frogs in her pockets, scabs on her knees, down on her upper lip, and is followed everywhere by a dog named Spot.

All this, of course, is only by day. When evening falls and her date comes calling, the BWOC is the very picture of chic femininity. She dresses in severe, simple basic black, relieved only by a fourteen pound charm bracelet. Her hair is exquisitely coiffed, with a fresh rubber band around the pony tail. Her daytime scuffs have been replaced by fashionable high heeled pumps, and she does not remove them until she gets to the movies.

After the movies at the campus cafe, the BWOC undergoes her severest test. The true BWOC will never, never, never, order the entire menu. This is gluttony and can only cause one's date to blench. The true BWOC will pick six or seven good entrées and then have nothing more till dessert. This is class and is the hallmark of the true BWOC.



Finally, the BWOC, upon being asked by the cigarette vendor which is the brand of her choice, will always reply, "Philip Morris, of corris!" For any girl knows that a Philip Morris in one's hand stamps one instantly as a person of taste and discernment, as the possessor of an educated palate, as a connoisseur of the finer, gentler, higher pleasures. This Philip Morris, this badge of savoir faire, now comes to you in a smart new pack of red, white and gold, in king-size or regular, at popular prices, wherever cigarettes are sold. ©Max Shulman, 1955

To all on campus, big or small, men or women, the makers of Philip Morris, who bring you this column, extend a cordial invitation to try today's gentle Philip Morris, made gentle to smoke gentle.

## Listening In ... On KWAX

Monday

- 6:00 SIGN ON
- 6:03 Dinner Hour Serenade
- 6:45 News 'till Now
- 7:00 Millrace Discussion
- 7:30 Guest Star
- 7:45 Navy Bandstand
- 8:00 University Hour
- 9:00 KWAXworks
- 10:55 Final Edition
- 11:00 SIGN OFF

KWAX operates on 91.1 MGS FM and 900 Kc's in Straub, Earl and Carson.